

# TRANSFORMING LIVES, THE UST WAY

**Its deep domain expertise makes UST stand out in a world of changing technologies**

This is the story of a journey that began more than 23 years ago. Kick-started simultaneously in Aliso Viejo, California, USA, and the Indian city of Thiruvananthapuram, Kerala, with just a handful of talent, digital transformations solutions company UST is currently a formidable global player in the technology domain. When the company began operations more than two decades ago, it indeed heralded a new brand of technology services till then unknown to the Kerala domain. The growth, over the years, has been phenomenal. The company, currently offering services to the most prominent among Fortune 500 and Global 2000 companies, has been delivering measurable value and lasting change across various industries across the world.

From just a few offices in 1999, UST currently is present in around 30 countries with more than 35 offices. In India, UST has offices in Bengaluru, Thiruvananthapuram, Kochi, Chennai, Hyderabad, Pune, Noida, Hosur, Coimbatore and Ahmedabad. Having posted over \$1.7 billion in revenue in 2022, UST is aiding the best companies globally in their efforts aimed at digital transformation. The 30,000 employees (USociates, as they are known as) at UST who have been the driving force at the com-

pany, are also glad that their professional expertise is for a technology player that has been rated, year after year, as one of the best places to work globally.

Digital transformation through the deployment of disruptive solutions comes easy to UST, no matter which company it has in its customer list. The company has made it a habit to deliver excellence to the customer companies that rely on its new-age solutions as they gallop towards achieving digital transformation.

## Digital Transformation for the New Age

The company offers support in various verticals to a handful of customers who are part of the Fortune 1000. And, all of them have stayed with UST for more than 15 years on average. This itself speaks about the trust the customer companies have placed on UST and its technologies of the modern era. The motto of "select customers, more attention" of UST has chosen to aid also speaks about the company's strong belief with regard to providing focused attention in building

and maintaining business and working-level relationships.

Significant is the fact that the manner in which UST works with customer companies often gets much publicity by word of mouth. The company believes that it doesn't need to spend a lot of time publicising its work and capabilities to a wider audience because it actually doesn't have to. The 30,000 USociates working at UST in various locations around the globe do their bit in the most professional manner to uphold the ethics and work culture of the company that other seek to emulate.

## Deep Domain Knowledge

UST has been translating its work philosophy into action every passing day, and thus aiding the company's core values to reflect in all aspects of its operations and activities. As has been envisioned by the UST Founder-Chairman G.A. Menon, business and ethics go hand-in-hand in all







**Paras Chandaria**  
Executive Chairman

daily activities that the company undertakes. With this philosophy as the backbone, UST has successfully been defining a unique set of values, which, in turn, represents the building blocks of its high-performance work culture. As had been envisaged by G.A. Menon, UST's efforts toward 'Transforming Lives' have seen major progress, a fact that is endorsed by customer companies, their customers, all USsociates, and the communities around.

USsociates around the world give shape to a foundation for action throughout the organisation. And, that makes UST among the best technology and digital service companies globally. UST's values are at its core while it continues to evolve and adapt to emerge successful in these rapidly changing times. The customisation and co-processes that UST has adopted for every effort in digital transformation comes handy when client companies wish to explore and realise their vision for the future, so as to race towards achieving better results.

UST today, after a couple of decades of fruitful existence, is the top-of-the-line digital transformation solutions company that can proclaim with pride and confidence that its industry expertise is second to none. With an innovation ecosystem that comprises a robust network of resources, partnerships and ventures that cultivates faster, fresher, more substantial outcomes as its strength, UST is sought after by companies worldwide as they draw the blueprint for their quest towards digital transformation for the new age.

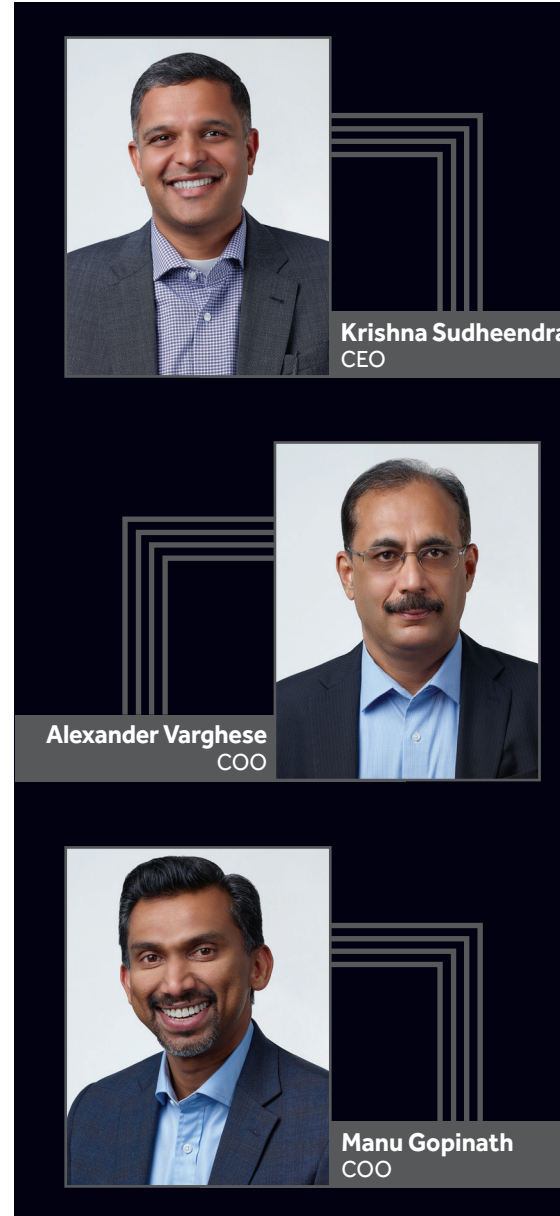
The deep domain expertise it has, makes UST stand out in a

world of changing technologies. From financial services, healthcare, retail, manufacturing, technology, media, telecom, semiconductor, to the public sector, UST has deep knowledge and expertise in all domains. The customer companies that form part of varied verticals seek UST partnership in all they do with an eye on the future and changing trends.

A major chunk of work done globally traces back to the innovative efforts and professional experience that the 7,500 and more employees based in Thiruvananthapuram, Kerala. UST's Thiruvananthapuram campus is the company's largest Development Centre in the world. Also present in Kochi in the state, the total count of USsociates in Kerala stands at 10,000. Besides Kerala, UST is present in other India locations, taking the total human resources count to more than 20,000.

#### For the Communities

Apart from digitally transforming organisations, UST has also made it a point to



**Krishna Sudheendra**  
CEO

**Alexander Varghese**  
COO

**Manu Gopinath**  
COO

be at the forefront when it comes to giving back to the community. One among the various efforts that tread this route is the much-acclaimed Step IT Up global talent development program, which has been created in a bid to aid organisations bridge the IT talent gap. An approved National Apprenticeship Program by the US Department of Labour, Step IT Up has successfully shown to the world as to how customised training would align with talent requirements at various organisations, and set up a pool of experts who would drive the company's tech services. With women, minorities, and military veterans being transformed into technology professionals, Step IT Up has made UST a leading provider of

qualified IT talent.

This apart, upholding values is prime on UST's mission. The company even has established a new and unique division, christened Office of Values & Culture (OVC), and led by a Chief Values Officer (CVO). With three focus areas, namely Values & Culture, Employee Engagement and CSR, the OVC pushes forward a mission to 'sustain, strengthen and scale the values and culture of UST. The many activities in this arena include interventions towards sustainable living, making effective interventions towards offering support for education to the needy, aid for the health sector, efforts towards ensuring a greener planet, and much more. In Kerala, the OVC has also effectively undertaken an 'Adopt a School' program in the most successful manner.

Further, the Covid-19 pandemic years witnessed UST stepping in with wholehearted support to the affected so that they would never be left out. UST had made sure that essentials, including hospital beds, food supplies, PPE kits, masks, sanitisers, and more were delivered to CSR beneficiaries across all locations. UST has clearly spelt out what it means to Transform Lives beyond the areas of business and technology, by expanding to the communities around.

UST, which had become the first 'unicorn' with huge Kerala presence when Singapore-based Temasek pumped in \$250 million into the company in 2018 and a follow-on investment of \$120 million in 2021, currently stands on a high pedestal in terms of helping organisations achieve their digital transformation dreams. Since inception, the company has grown in locations across the world, from the US, to London and other European geographies, Australia, and various locations in Asia, including India.

#### An Eye on the Future

UST, currently works alongside the world's best companies, and has successfully been making positive impact in their operations through digital transformation. Identifying core challenges faced by customers, and crafting disruptive solutions that bring their dreams to reality, is what it does. And, it does all that in the most professional manner one could expect a mature organisation to perform what it is expected to do. Offering strength is the leadership and the USsociates the world over.

The company sees block chain and quantum computing as areas of the future where it can dabble in with much expertise. Besides, cyber security has become imperative in a world of frequent data breaches. These arenas would be where UST would be seen having a major presence in, going forward. The focus, as it has always believed, would be to ensure that all tasks are executed to perfection, and add to the confidence of the client companies that lay their trust on UST. The path is long and UST is confident of continuing to keep on with its endeavour of 'Transforming Lives'. ■